

Design Excellence Matrix
April 20, 2020

Prerequisites	Text	Yes / No	Notes
P-1.1	The Innovation District is conceived as an integrated whole. A minimum of five blocks is planned with a mix of land uses and developed and designed with District-wide consideration of individual buildings and spaces.	Yes	Phase 1 of the proposed Innovation District encompasses Blocks 4, 7, 10, 14, 15, 18, 19, and 20. A mix of institutional, research, office, residential, retail, and open space are conceived of as an integrated, vibrant, mixed-use neighborhood woven together through a contextually sensitive public realm.
P-1.2	The blocks show variety and interest in massing and articulation across the District.	Yes	Massing and heights vary in response to each building's physical context, relative prominence, and use type. Height variation, as established by the approved master plan, contributes to variety in massing, with the articulation of each building responding creatively to the open space network, streetscape, Metro station, and solar orientation.
P-1.3	Buildings in a prominent location or with a prominent use have an architecture which reflects their contextual importance, including key buildings in the Virginia Tech Campus, Block 10 (at the end of Reed Avenue) and Block 18 (at the Metro Station entrance).	Yes	Prominent buildings, including Virginia Tech campus, Block 10, and Block 18 demonstrate architecture that expresses their individual identity, while maintaining sensitivity to context. See Design Excellence Criteria responses for Block 7W, Block 10, and Block 18.
P-2.1	Environmental sustainability is integrated with the design and infrastructure, open spaces, and buildings. The applicant will demonstrate an integrated building approach to design, open space and infrastructure to meet or exceed the sustainability goals.	Yes	Numerous sustainability measures are integrated into the infrastructure, open space, and individual building design. The infrastructure will feature bioretention swales/tree pits along the streets. The open space design encourages pedestrian and bike porosity throughout the site and incorporates native plantings. The design and planning for the buildings incorporates a variety of sustainable elements that meet or exceed the sustainability goals.

P-2.2	The District's Environmental Sustainability Master Plan demonstrates compliance with the goals and recommendations of the North Potomac Yard Small Area Plan and identifies short-term, mid-term, and long-term strategies to achieve the goal of district-wide sustainability measures.	Yes	The Applicant is currently working with Staff to draft the Environmental Sustainability Master Plan (ESMP) in accordance with the Small Area Plan guidance. In the ESMP, the Applicant will identify short-term, mid-term and long-term sustainability strategies for Phase I.
P-2.3	Buildings and site design also comply with the applicable Green Building Policy and Landscape Guidelines.	Yes	Building and Neighborhood design will meet LEED Silver. Open spaces are designed in accordance with the Landscape Guidelines.
P-3	Quality and durable building materials are specified. Building materials will be limited to natural stone, metal, porcelain tile, terra cotta, brick, wood, concrete, glass, photo-voltaic panels, glass or materials of equal quality, performance and longevity.	Yes	All buildings have been designed with high-quality building materials.
P-4.1	Off-street parking is located below grade. All parking is provided entirely below grade.	Yes	At full build-out of Phase I, all off-street parking is below grade.
P-4.2	Adequate soil depth is provided to support large canopy trees, surface paving materials, and innovative water management strategies.	Yes	Soil depth at tree wells will support large canopy trees and permeable pavers in the street parking zones. Innovative stormwater management strategies are integrated throughout the district.
P-4.3	These features will be integrated into the site design and will be provided at-grade.	Yes	Streetscape features will be provided at grade and are conceived as an integrated design approach to create a visually and spatially consistent public realm. Where physical boundaries are needed to separate pedestrian and vehicular traffic, planting areas or bollards are strategically employed.

Block 7W

Criteria	Text	Yes / No	Notes
C-1	A variety of open spaces are provided.		
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	Blocks 4 and 7 contain a series of outdoor spaces that provide a variety of spatial experiences, through compression and expansion, and tactile experiences including a hardscape entry plaza at Reed Ave, quiet areas with seat walls for small gathering and open lawn for larger gatherings. These campus environments engage the public realm and link directly to the local and regional open space network. Additionally, a terrace on level 8 provides outdoor gathering space and is another type of open space provided.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	The series of experiences connecting Reed Avenue through campus to the park on the east side of the development vary to support large and small activities.
C-2	An active public realm (streets, sidewalk, streetscapes).		
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	At the ground level, glass walls wrap the east façade, south facade and south end of the west facade and will provide a welcome, transparent interface between the interior and the public realm, activated through exhibits and social spaces. The university can prominently place science on display in this inspiring showcase space, and connect with the local community as well as attract future students.

C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	In progress, additional detail to be provided with a later submission.
C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	In progress, additional detail to be provided with a later submission.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.	Yes	Service for blocks 4 and 7 is consolidated to one area on Potomac Avenue, allowing for pedestrians to circulate through the campus separately from the service area.
C-3	Inclusive design of buildings and open spaces.		
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	Blocks 4 and 7 walkways will all be 5% grade or less creating a campus environment without ramps or steps, and building entrances will be prominent, with the goal of inclusivity and ease of use.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	The variety of open space, designed to be inclusive, will naturally attract people of all ages, and abilities, to encourage interaction for work and recreation - including Virginia Tech prospective students, current students, staff and faculty as well as alumni and their families.
C-4	Utilitarian uses are thoughtfully integrated.		
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	The building does not have a mechanical penthouse; a small amount of exterior equipment will be located behind a screen on level 8. Louvers for mechanical system demand are integrated into the building form, creating a reveal to reduce scale along the west façade.
C-5	Building Signage is unique and identifiable.		

C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition.	Yes	In progress, additional detail to be provided with a later submission.
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	In progress, additional detail to be provided with a later submission.
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	In progress, additional detail to be provided with a later submission.
C-6	Architectural Excellence.		
C-6.1	There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District.	Yes	Virginia Tech's Academic 1 is designed as an urban icon with increased height relative to the other buildings and a high degree of sculpting. The building acts as a bellwether and marks entry to the VT campus.
C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context.	Yes	The building contributes a meaningful, unique form derived entirely from site context; utilizing computational modeling to optimize solar energy capture. This correlates directly to research, innovation and ongoing work within Virginia Tech and sets the precedence for the two future campus buildings in iteration of this theme. The campus plan responds directly to the urban surroundings by opening the campus core to the terminus of a retail street, setting urban edges at the perimeter of campus, and softening and greening the campus landscape as it connects to the city park.

C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	The unique massing is directly tied to utilization of site opportunities, technological innovation and programmatic needs, which creates facades that address scale, shading, and proportion. The form was derived in part through computational analysis, expressive of the building's program which is primarily graduate level computer science and computer engineering.
C-6.4	Buildings read as holistic and comprehensible entities.	Yes	The building facades and roof create a singular sculpted form to support the conceptual idea of a site-specific, environmentally responsive solution.
C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	Building details support the sculpted form, working to optimize solar exposure where desired and block it where necessary, with all components working together while creating interesting intersections, joints and resolution of massing elements. The detailing weaves together visually warm elements with the performative technologies integrated into the facade.

Block 10

Criteria	Text	Yes / No	Notes
C-1	A variety of open spaces are provided.		
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	The North tower aligns with 7E to complete that urban gesture. A plaza is formed in the resultant space and creates a dialogue with the Market Lawn to the east across New Street A at Block 14 and with the Virginia Tech Campus Hub to the north across East Reed.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	The South tower aligns with New Street A and the rest of the development to the south, funneling the space back down to an active retail corridor with a strong street wall condition. Roof terraces occur at the third and seventh levels for office tenant access.
C-2	An active public realm (streets, sidewalk, streetscapes).		
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	Block 10's massing has made room for a plaza space at the NW corner of the block, which highlights entry into the building and allows the ground floor program to spill out into the public realm.
C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage zone, pedestrian zone, and amenity zone. The amenity zones would provide space for bike parking, lighting, trees, plantings, and bioretention. The streetscape dimensions have been coordinated with staff and are reflected in the infrastructure DSP.

C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	Paving materials for the sidewalks would be a concrete unit paver at varying modules to differentiate the sidewalk zones. Along Potomac Avenue the pedestrian zone would be concrete. All street amenity zones would incorporate permeable pavers. Site furnishings and lighting will be selected to complement the aesthetic of the district and create a cohesive feel.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.	Yes	Service and garage entries will have a crossing that is flush with the sidewalk and made of the same material to make them pedestrian friendly.
C-3	Inclusive design of buildings and open spaces.		
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	Block 10 will be designed to meet or exceed the requirements of the Americans with Disabilities Act.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	Block 10 will house an incubator and startup space for Virginia Tech's campus, fostering partnerships and entrepreneurship as part of an innovation ecosystem. This will bring a diverse range of ages and people to this building and the district. Additional office and retail tenants will add to the mix. Public spaces such as the entry plaza, interior communal spaces, and roof terraces encourage collisions of ideas and mingling of the building's occupants.
C-4	Utilitarian uses are thoughtfully integrated.		
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	Building parking entry and loading has been located to the south side of the block along a tertiary street, Silver Meteor, and the width of the opening minimized. Mechanical penthouses at both towers are embedded in the top floor and integrated into the architectural articulation of the skin.

C-5	Building Signage is unique and identifiable.		
C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition.	Yes	In progress, additional detail to be provided with a later submission.
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	In progress, additional detail to be provided with a later submission.
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	In progress, additional detail to be provided with a later submission.
C-6	Architectural Excellence.		
C-6.1	There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District.	Yes	The massing of Block 10 is broken up into two towers – North and South, with a contiguous two story base. Although both towers are 7 stories, the Northern tower is emphasized by the curtain wall which extends past the roofline at the NW corner, creating a dynamic increase in perceived height and marking the most prominent corner at East Reed and New Street A.
C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context.	Yes	A critical piece of the Innovation District composition, Block 10 is located at the terminus of East Reed, it provides a backdrop to the market lawn and responds to the Virginia Tech building 7W. It is a prominent building with a unique and dynamic character, bridging the character of the Innovation campus to the north with the Innovation district to the south.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	A two story base of masonry piers creates a strong street wall and rhythm for active retail use. Above, the building takes on a more glassy expression accented with masonry and metal details, denoting the function of office space.

C-6.4	Buildings read as holistic and comprehensible entities.	Yes	The simplicity of a two tower massing connected by a base can be read easily and materials are used seamlessly across the building.
C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	A timeless material palette of glass, metal, and masonry is employed in innovative ways on the skin, including a curtain wall on the North and West facades of the North Tower. The folded glass plane is treated with a ceramic frit pattern that accentuates the concept of a veil, providing protection to the intellectual property being incubated inside. Metal details channel the rail yard history and conveys the convergence of technology and human potential housed in the building. Masonry piers evoke the site's industrial past and are reminiscent of train trestle bridges.

Block 14

Criteria	Text	Yes / No	Notes
C-1	A variety of open spaces are provided.		
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	Open spaces are provided at the ground floor and upper levels of the building.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	The Market Lawn open space is immediately adjacent to the north of the building for public use. Private open space is located at the 4th, 7th, 8th, and 9th floors at exterior landscaped loggias and setback roof terraces.
C-2	An active public realm (streets, sidewalk, streetscapes).		
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	The ground floor facade consists of glazed storefront to provide interior-exterior visibility into the commercial lobby and other ground floor uses. The solar shading fin structure on the facade stops at varying heights above the storefront, adding visual interest. The footprint of the ground floor follows the ins-and-outs of the massing the building above, creating a pedestrian-scaled experience and integrates landscaping next to the building at the sidewalk level.

C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage zone, pedestrian zone, and amenity zone. The amenity zones would provide space for bike parking, lighting, trees, plantings, and bioretention. The streetscape dimensions have been coordinated with staff and are reflected in the infrastructure DSP.
C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	Paving materials for the sidewalks will be a concrete unit paver at varying modules to differentiate the sidewalk zones. Along Potomac Avenue the pedestrian zone would be concrete. All street amenity zones would incorporate permeable pavers. Site furnishings and lighting will be selected to complement the aesthetic of the district and create a cohesive feel.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.	Yes	Service and garage entries will have a crossing that is flush with the sidewalk and made of the same material to make them pedestrian friendly.
C-3	Inclusive design of buildings and open spaces.		
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	All portions of the building will be designed per the requirements of the Americans with Disabilities Act and will take into consideration the needs of diverse users.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	The Market Lawn is located near the adjacent open spaces at block 7W and 10 to help create a center of activity.
C-4	Utilitarian uses are thoughtfully integrated.		

C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	The parking garage entrance, loading dock and associated support functions are consolidated along the south façade, away from primary building entrances. The mechanical penthouse and rooftop equipment is concealed by an architectural screen wall that is in keeping with the architectural design of the building. The screen wall is set back from the primary elevation to reduce visibility from the street level.
C-5	Building Signage is unique and identifiable.		
C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition.	Yes	In progress, additional detail to be provided with a later submission.
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	In progress, additional detail to be provided with a later submission.
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	In progress, additional detail to be provided with a later submission.
C-6	Architectural Excellence.		
C-6.1	There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District.	Yes	The building massing consists of vertical insets to break down the scale of the building in its north/south length. Cascading setback terraces at the top floors create an articulated roof line, and connects the lower buildings to the south to the taller buildings to the north.

C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context.	Yes	The building is designed as a modern workplace that incorporates elements of biophilic design to connect building users to nature, and to restore the natural environment of the site. The high-performing façade of a glazed curtain wall with solar shading fins reduces solar heat gain and glare for building users. Integrated plantings throughout the building provide access to nature for building users and everyone in the District.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	The vertical insets and setback terraces noted in C-6.1 provide depth and visual interest. The massing also includes three cut-outs that create exterior landscaped loggias for use by office users. These loggias are sized and located to create a dynamic yet balanced composition to the overall massing, and to activate the building corners.
C-6.4	Buildings read as holistic and comprehensible entities.	Yes	A consistent façade treatment is carried across all facades. The fin design is informed by the solar orientation of the building so that each elevation is similar but unique to its context. A language of radiused edges at changes in massing is consistent on all facades. The three loggias are unique in dimension, but similarly detailed.
C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	Vertical solar shading fins are paired with wood-toned soffits at exterior ceilings and landscaped exterior terraces. The use of these natural materials expresses the concept of a building that is connected to the natural environment.

Block 15

Criteria	Text	Yes / No	Notes
C-1	A variety of open spaces are provided.		
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	Two roof terraces are planned on the 2nd floor, one terrace is planned on the 7th floor next to the rooftop amenity space.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	Metro Plaza on the south side of the block is a public shared open space with Block 18, 19, and 20. Three private outdoor terraces are planned in the building for residents use to provide mix of active, social, and passive uses.
C-2	An active public realm (streets, sidewalk, streetscapes).		
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	Retail spaces are planned at the Metro Plaza along Evans Lane and the New Street A. The residential lobby is planned between retail spaces at New Street A. Glass storefront with brick piers are designed to ensure the interior-exterior visibility and connection. Comfortable sidewalks are provided, with room to pass and pause. Seating walls and benches are planned as places to rest.
C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage zone, pedestrian zone, and amenity zone. The amenity zones would provide space for bike parking, lighting, trees, plantings, and bioretention. The streetscape dimensions have been coordinated with staff and are reflected in the infrastructure DSP.

C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	Paving materials for the sidewalks will be a concrete unit paver at varying modules to differentiate the sidewalk zones. The amenity zone will incorporate permeable pavers. Site furnishings and lighting will be selected to complement the aesthetic of the district and create a cohesive feel.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.	Yes	Service and garage entries will have a crossing that is flush with the sidewalk and made of the same material to make them unobtrusive to pedestrians.
C-3	Inclusive design of buildings and open spaces.		
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	Currently, tactile paving and bollards are planned at the intersections of the sidewalks, for better and safer pedestrian experience, including individuals with disabilities. More details will be provided with subsequent submissions.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	In progress, additional detail to be provided with a later submission.
C-4	Utilitarian uses are thoughtfully integrated.		
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	The garage entrance, the loading dock, and the residential trash room are all strategically located at the east side of Silver Meteor Avenue. The retail space along New Street A wraps around and continues into Silver Meteor Ave, and trees are also planned to shield the utilitarian uses.
C-5	Building Signage is unique and identifiable.		
C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and	Yes	In progress, additional detail to be provided with a later submission.

	streetscape to form an attractive composition.		
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	In progress, additional detail to be provided with a later submission.
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	In progress, additional detail to be provided with a later submission.
C-6	Architectural Excellence.		
C-6.1	There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District.	Yes	The building diagram consists of two substantially different, yet complimentary building masses, each with its own architectural character and facade articulation. The playful massing of the building creates a strong presence at the Metro Plaza with the large, cantilevered volume supported by sculptural angled supports. A one-story retail base underlies the entire building and transforms into a series of walk-up units on the east side of the building. Above this base, an outdoor amenity terrace overlooks views to the park and Potomac River.
C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context.	Yes	The character of the building complements the context of the Innovation District while also making clear its function as a residential building. While the floating bar has many similarities to the adjacent office buildings, the detailing of the façade is more porous, with integrated balconies and terraces. The building's amenity spaces are also highlighted with larger glazed openings and exterior terraces.

C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	The building massing is conceived of as a "floating bar" connected to a masonry volume via a glassy link. This design creates a simple and clear dialogue between the heaviness of the masonry volume and the lightness of the floating bar. All of this sits on a base which clearly delineates the extent of the retail program.
C-6.4	Buildings read as holistic and comprehensible entities.	Yes	The design creates a simple and clear dialogue between the heaviness of the masonry volume and the lightness of the floating bar. While each volume contains details unique to its own façade, they work together to create a holistic composition that expresses the coming together of the separate elements.
C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	The metal panel used on the frame of the floating bar reinforces the concept of technology and innovation, while the horizontal metal channel detail recalls the industrial railyard heritage of the site. The simple brick detailing on the masonry volume also suggests the type of warehouse structure that could have once existed on the site, reinforcing the industrial aesthetic. Material colors have been chosen to create balance and contrast within the facade elements. Additionally, the materials get visually lighter as they approach the top of the building, creating visual strength at the base and openness at the roofline.

Block 18

Criteria	Text	Yes / No	Notes
C-1	A variety of open spaces are provided.		
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	Open spaces are provided at the ground floor and upper levels of the building, and the building design responds to the Metro Plaza.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	Block 18 is directly adjacent to the Metro Station and Metro Plaza. As such, it will support the activation of that space with a through-lobby and ground floor retail space facing Metro Plaza. Roof terraces occur at the seventh level for office tenant access.
C-2	An active public realm (streets, sidewalk, streetscapes).		
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	Prominent retail space with glass storefront along the east, north, and west facades is provided at the ground floor to serve the building occupants and pedestrian traffic created by the adjacent Metro Station.
C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage zone, pedestrian zone, and amenity zone. The amenity zones would provide space for bike parking, lighting, trees, plantings, and bioretention. The streetscape dimensions have been coordinated with staff and are reflected in the infrastructure DSP.

C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	Paving materials for the sidewalks would be a concrete unit paver at varying modules to differentiate the sidewalk zones. Along Potomac Avenue the pedestrian zone would be concrete. All street amenity zones would incorporate permeable pavers. Site furnishings and lighting will be selected to complement the aesthetic of the district and create a cohesive feel.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.	Yes	Service and garage entries will have a crossing that is flush with the sidewalk and made of the same material to make them pedestrian friendly.
C-3	Inclusive design of buildings and open spaces.		
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	Block 18 will be designed to meet or exceed the requirements of the Americans with Disabilities Act.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	Block 18 will have prominent retail uses along the Metro Plaza with outdoor seating opportunities to serve both the building occupants and engage a diverse range of people using Metro.
C-4	Utilitarian uses are thoughtfully integrated.	Yes	
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	Building parking entry and loading has been located to the south side of the block away from building entries, and the width of the opening minimized. The wall enclosing the parking ramp at the south facade will become a feature clad with a patterned and lit screen to provide interest and light to the bike path.
C-5	Building Signage is unique and identifiable.		

C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition.	Yes	In progress, additional detail to be provided with a later submission.
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	In progress, additional detail to be provided with a later submission.
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	In progress, additional detail to be provided with a later submission.
C-6	Architectural Excellence.		
C-6.1	There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District.	Yes	Block 18 has a lower height limit than others in the district and therefore embraces a horizontal massing. The building's linear nature is expressed by two shifted bars which culminate in a vertical expression at the north and south facades.
C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context.	Yes	Block 18 will be a boutique commercial office building directly adjacent to the Metro Station as such it uses rich, dark materiality and transparent, glassy retail spaces to entice passersby. Finely crafted façade details will lend it a tailored quality unique in the district.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	The shifted bars of the massing create significant cantilevers at the north and south ends, generating interest and depth. The movement of the elevated Metro walkway along the east façade is mirrored in the architectural articulation of the skin. A series of chamfered mullions create a patterning that responds to the speed of the metro on the east façade and the more staid pedestrian movement along New Street A.
C-6.4	Buildings read as holistic and comprehensible entities.	Yes	Block 18 uses the same series of mullions in different ways across the façade to create cohesion as well as difference and interest.

C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	A patinaed copper-look metal creates a color accent within a dark bronze frame. Cantilevers provide opportunities for a rich overhead materiality and sheltered experience adjacent to retail.
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Block 19

Criteria	Text	Yes / No	Notes
C-1	A variety of open spaces are provided.		
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	At the 2nd floor, three larger outdoor terraces are planned on the east side, two smaller terraces are planned on the west side. All terrace designs are still in progress, additional detail to be provided with a later submission.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	Three larger east side terraces (Along New Street A) and two smaller west side terraces are planned at the 2nd floor for residential residents use to provide a mix of active, social and passive uses. All terrace designs are still in progress, additional detail to be provided with a later submission.
C-2	An active public realm (streets, sidewalk, streetscapes).		
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	Retail spaces are planned along Evans Lane and New Street A. The residential lobby is planned between the retail spaces at New Street A. Glass storefront with brick piers are designed to ensure the interior-exterior visibility and connection. Comfortable sidewalks are provided, with room to pass and pause, and benches are planned as places to rest.
C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage zone, pedestrian zone, and amenity zone. The amenity zones would provide space for bike parking, lighting, trees, plantings, and bioretention. The streetscape dimensions have been coordinated with staff and are reflected in the infrastructure DSP.

C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	Paving materials for the sidewalks would be a concrete unit paver at varying modules to differentiate the sidewalk zones. The amenity zone will incorporate permeable pavers. Site furnishings and lighting will be selected to complement the aesthetic of the district and create a cohesive feel.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.	Yes	Service and garage entries will have a crossing that is flush with the sidewalk and made of the same material to make them unobtrusive to pedestrians.
C-3	Inclusive design of buildings and open spaces.		
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	Design is in progress, additional detail to be provided with a later submission. Currently, tactile paving and bollards are planned at the intersections of the sidewalks, for better and safer pedestrian experience, including individuals with disabilities.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	In progress, additional detail to be provided with a later submission.
C-4	Utilitarian uses are thoughtfully integrated.		
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	The garage entrance, the loading dock, and the residential trash room are all strategically located at the east side of Silver Meteor Avenue. The retail space along New Street A wraps around and continues into Silver Meteor Ave, and trees are also planned to shield the utilitarian uses.
C-5	Building Signage is unique and identifiable.		
C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and	Yes	In progress, additional detail to be provided with a later submission

	streetscape to form an attractive composition.		
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	In progress, additional detail to be provided with a later submission
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	In progress, additional detail to be provided with a later submission
C-6	Architectural Excellence.		
C-6.1	There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District.	Yes	The building is designed to express a clear composition; the dichotomy between the brick warehouse structure and the metal-clad towers. The play between these elements, including height, massing, and articulation, creates variation and visual interest, while also reinforcing the overall composition of the District.
C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context.	Yes	The design concept suggests the story of an existing warehouse building that was adapted with future additions. This concept of a historic warehouse building expresses the character and history of the site as a former industrial railyard. Meanwhile the tower additions represent a more contemporary aesthetic in line with the Innovation District. On the second level, large glazed openings define the building's amenity spaces which spill out onto the adjacent amenity courtyards.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	The building massing generates depth through a series of courtyards above the retail base. The primary courtyard overlooks the Metro Plaza and visually extends the open space beyond the street corner. Two additional smaller courtyards are carved between the tower volumes, creating visual depth and allowing light and air to penetrate down to the retail street level. The visual play between the metal-clad towers and the brick volume creates an additional level of richness and variety.

C-6.4	Buildings read as holistic and comprehensible entities.	Yes	The diagram of the massing is simple and holistic. The warehouse volume is a simple linear bar through which a series of vertical tower elements transect at a right angle. A retail base sits below the tower volumes, allowing the retail to slide through independent of the structure above. The diagram of the building is clear and well-defined and reinforces the overall design strategy in the Innovation District.
C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	The red brick volume is detailed in a way to emphasize the heaviness of the brick itself and the thickness of the window openings. Large, vertically oriented window detailing, with gridded mullions and metal channel headers, recalls the design of historic warehouses, reinforcing the industrial aesthetic and railyard history of the site. The brick base receives an enhanced level of detail to create texture and richness and activate the pedestrian experience. The vertical, dark grey metal panels on the tower volumes also recall an industrial aesthetic, but does so in a more contemporary and innovative way, suggesting that they were future additions onto the existing warehouse structure. On the one-story retail component, a raw, exposed concrete structure reinforces the industrial history of the site.

Block 20

Criteria	Text	Yes / No	Notes
C-1	A variety of open spaces are provided.		
C-1.1	A variety of open spaces, which contribute to the regional network, are provided.	Yes	Open spaces are provided at the ground floor and upper levels of the building.
C-1.2	The District includes public and private open spaces that, in concert with the regional Potomac Yard Park, support a variety of active, social, and passive uses in a mix of urban plazas, lawns, shared streets, rooftop open spaces, and recreational areas.	Yes	For its contribution to the overall District open space system, Block 20 offers space for sidewalk café seating, roof decks providing office tenants with access to the outdoors and views, and softens a large portion of the roof with a green roof system. Building geometry also inflects in plan on the north, east, and south sides opening Evans Lane toward Metro Plaza and providing smaller scale spaces where people can stop and interact alongside pedestrian zones.
C-2	An active public realm (streets, sidewalk, streetscapes).		
C-2.1	The public realm prioritizes the pedestrian experience and ground floors of buildings include active uses, interior-exterior visibility, and high-quality architecture.	Yes	The north volume of Block 20 provides sheltering canopies to foster the potential for sidewalk café seating with large retail openings designed to accommodate glazing that might open to the street, further activating sidewalks. The south volume also features extensive street level glazing which might be translucent where needed to obscure building services while still appearing lit from the street.
C-2.2	Streetscape design incorporates the City's Complete Streets Design Guidelines, with amenities and infrastructure for pedestrians, bicyclists, and transit.	Yes	The streetscape design incorporates the City's Complete Street Design Guidelines. Each street has a frontage zone, pedestrian zone, and amenity zone. The amenity zones would provide space for bike parking, lighting, trees, plantings, and bioretention. DASH bus shelters are incorporated into the building design as well as canopies on the north that provide shelter for pedestrians. The streetscape dimensions have been coordinated with staff and are reflected in the infrastructure DSP.

C-2.3	Site design incorporates high quality paving materials, site furnishings, and lighting.	Yes	Paving materials for the sidewalks will be a concrete unit paver at varying modules to differentiate the sidewalk zones. Along Potomac Avenue the pedestrian zone would be concrete. All street amenity zones would incorporate permeable pavers. Site furnishings and lighting will be selected to complement the aesthetic of the district and create a cohesive feel.
C-2.4	Service areas will be designed to be compatible with the public realm and pedestrian experience while remaining as unobtrusive as possible.	Yes	The loading and garage access doors have been minimized in width as much as possible. These service doors are framed by the same high-quality architectural expression as the rest of the south volume, incorporating them into a consistent street experience. Service and garage entries will have a crossing that is flush with the sidewalk and made of the same material to make them unobtrusive to pedestrians.
C-3	Inclusive design of buildings and open spaces.		
C-3.1	Building and open space design responds to the needs of diverse users and meets or exceeds the requirements of the Americans with Disabilities Act.	Yes	The project is located near a variety of transportation options including bike lanes, a new Metro station, and the DASH bus. The building at Block 20 will be designed to meet or exceed the requirements of the Americans with Disabilities Act.
C3.2	Across the District, buildings and open spaces invite users of different ages, interests, and abilities to engage with the spaces.	Yes	At grade level, the north volume has bays of a retail-type glazing system promoting indoor/outdoor connection with the activity on the street. A through-block lobby provides main entries on both Potomac Avenue and New Street A. Bus shelters are incorporated into the building design.
C-4	Utilitarian uses are thoughtfully integrated.		
C-4.1	Site and building design creatively integrates all support functions, parking garage entrances, loading docks, utility and mechanical spaces and penthouses to eliminate unsightly views and conflicts with pedestrians, and utilize creative screening where needed.	Yes	In addition to the treatment of loading and parking access noted in C-2.4, Block 20 also integrates much of the penthouse level into the architectural expression of the north volume. The remaining portion of the penthouse steps back noticeably from the main perimeter of the building beyond a green roof buffer. The transformer location is in progress, but is being studied for location below grade so as to not interfere with pedestrian flow or facade design at the ground level.

C-5	Building Signage is unique and identifiable.		
C-5.1	Signage design integrates high quality graphics with a variety of diverse signage styles into the architectural elements and streetscape to form an attractive composition.	Yes	In progress, additional detail to be provided with a later submission.
C-5.2	Signage utilizes high quality materials and appropriate lighting to ensure successful integration with the quality of buildings and site design.	Yes	In progress, additional detail to be provided with a later submission.
C-5.3	Signage is creative, unique to the user, and enhances the visual experience while providing clear, concise information and direction.	Yes	In progress, additional detail to be provided with a later submission.
C-6	Architectural Excellence.		
C-6.1	There is variety of architectural character, height, massing, and articulation which express a clear overall composition among the buildings within the District.	Yes	Building 20 inflects to open up Evans Lane to Metro Plaza where Building 18 steps back to articulate the plaza's edge. The north volume also offers a taller expression to punctuate the south end of the retail spine along New Street A. The shape of the south end of the building steps up to meet the scale of the district as a whole.
C-6.2	Individual buildings express their purpose and program through design while positively contributing to both the character of the overall urban plan as well as the individual block context.	Yes	Block 20 is one project of the North Potomac Yard collection that contributes to the creation of an urban fabric connecting those blocks that are specifically identified to be signature buildings within the urban master plan. It offers a nicely detailed, but clear and metered rhythm in the frames of the facade, scaled to the pedestrian, the car, and the space of the building's tenants.
C-6.3	Building massing generates depth, a layering of visual interest and expresses the building's program.	Yes	To reduce the scale of the full block, the building is portioned into two main volumes meeting at an inset 'seam'. The north volume uses the MEP Penthouse to create a contrast in height with the south volume and celebrate its position at Potomac and Evans inflecting the way to Metro Plaza. At the south end the mass flairs and steps down with amenity roof decks and views to the Potomac River.

C-6.4	Buildings read as holistic and comprehensible entities.	Yes	Variations in color and terra cotta and window detailing distinguish each volume. However, primary materials, bay sizes, and certain architectural details hold consistent to unify the composition.
C-6.5	Materials are used creatively, employ expressive and innovative detailing and are consistent with the underlying building concept.	Yes	Extruded Terra Cotta shapes framing gracious windows give depth, visual interest, identity, and transparency to both the north and south volumes of Block 20. The regular cadence of the facade frames is a suggestive, but contemporary reinterpretation of warehouse buildings of the era of North Potomac Yard - industrial giving way to innovation. Tall floor to floor heights support an appealing proportion of building facade elements, provide flexibility for the future, and are an attractive addition to the master plan portfolio for innovation district office tenants.